

## Summary of Education and Awareness Campaign

Knowing that Council's direction was not to provide further engagement, but to focus on outreach, and ensuring Calgarians understood the vision and intent of the document, Administration tried to achieve this through a range of outreach options. It is important to recognize that administration felt that it was important to not just do outreach on a document or deliverable itself but to first provide opportunities to explain why this work was undertaken and the context with which The City creates policy starting with the notion of evolution and change in communities and what that means to each individual. A range of outreach opportunities were targeted towards different audiences ranging from those with little to no previous understanding of planning or the *Guidebook*, to those who have been involved with the creation of the *Guidebook* for the past year. Below is more detailed information of all external engagement undertaken since November 2019 until anticipated Council consideration.

Administration's current endeavour to reach Calgarians has mainly focused on English-speaking audiences; however, Administration is contemplating various options for reaching more Calgarians such as translating some of the *Guidebook* materials into other languages and exploring methods of reaching various cultural groups in person. This work is ongoing and will continue on through the next phases of work.

### Installation at the Central Library

Knowing that many Calgarians are not familiar with planning documents, Administration wanted to create a space for the average citizen to learn about the intent of the *Guidebook* versus getting into the details of the document itself. This is a place that all people can easily access, and where information regarding community planning and the *Guidebook* is provided in a way that resonates to the average Calgarian. The installation at the Central Library was up from 2020 January 6 to 2020 February 29, and included an interactive display where people could learn, participate, and begin to think about what change looks like for communities. A big part of creating great communities for everyone is about creating empathy for the needs of others, part of which was captured through this display, allowing Calgarians to contribute and share their story with The City and with others. Administration was available at the library over most weekends, to ensure questions or comments could be addressed. Administration also provided guided tours of the installation to a variety of groups providing the opportunity for more-in depth conversations about the installation and how it relates to the *Guidebook* as well as other Next Generation Planning System projects. This include classes from City Hall School, students from University of Calgary (School of Architecture, Planning and Landscape program), Age Friendly Steering Committee, members of Calgary Planning Commission, members of Council (or their office) as well as members of media.

### Mobile Installation

Building on the library installation, Administration created a smaller version of the library installation mentioned above, leveraging the opportunity to have meaningful conversations in the places where people go. The team hosted an information booth that included two interactive activities at the Reno Show in January and the Home and Garden Show in February and will be attending the Women's show in April. Administration is looking into future opportunities to take the smaller installation to other venues across the city such as schools, other libraries or recreation centres. The installation will also be leveraged as part of upcoming engagement opportunities for the renewal of the Land Use Bylaw work.

Guidebook Specific In-person information sessions

Administration held a number of information sessions that centered on building the shared understanding of the vision for Calgary, and how the *Guidebook* helps to implement that vision. Dubbed *Guidebook* 101, the presentation talked about why it is important to think about Calgary’s future, what some of the current issues are that impact how Calgary grows, what our outcomes are, and what that means in relation to the *Guidebook*. Building on direction received in 2019, administration also incorporated opportunities for the audience to explore implementation using examples from the North Hill Communities Local Area Plan. The presentation was modified for different audiences (community representatives, general public, and industry representatives) based on feedback received from key stakeholders in terms of what would best meet the educational needs of each audience.

In order to increase access to these sessions, Administration live-streamed one of the sessions (through Zoom Media) in order to reach interested individuals who couldn’t physically attend the session in-person. This endeavor was a success, with many individuals tuning in and asking questions on-line in real time. This session was recorded and Administration is making every effort to make it available online allowing for ongoing education and outreach.

Presentations were provided on the following days to the following audiences:

<b>Date</b>	<b>Session</b>	<b>Audience</b>
January 11, 2020	Partners in Planning session	Community representatives, open to public
January 15, 2020	Internal 101 session	Administration including planning department and other business units such as
January 18, 2020	Federation of Calgary Communities 101 session	Community representatives, open to public
January 22, 2020	Federation of Calgary Communities 101 session	Community representatives, open to public, livestreamed for remote participation using Zoom
January 22, 2020	Industry 101 session	Industry representatives including members of BILD and NAOIP
February 6, 2020	Industry testing - building on 101 session; meeting 1	Industry representatives including members of BILD and NAOIP
February 8, 2020	Partners in Planning session	Community representatives, open to public
February 29, 2020	Community Planning Exchange session – Next Generation Planning System, including <i>Guidebook</i>	Community representatives, open to public
February 26, 2020	Industry testing - building on 101 session; meeting 2	Industry representatives including members of BILD and NAOIP

Local Area Plan sessions

Members of Administration within Community Planning and Calgary Growth Strategies have been working closely together to test the *Guidebook* policies through the North Hill Communities Local Area Plan. This has included participation in North Hill Communities specific engagement sessions including opportunities to test both plans with the North Hill Communities Working Group as well as with Calgary Planning Commission.

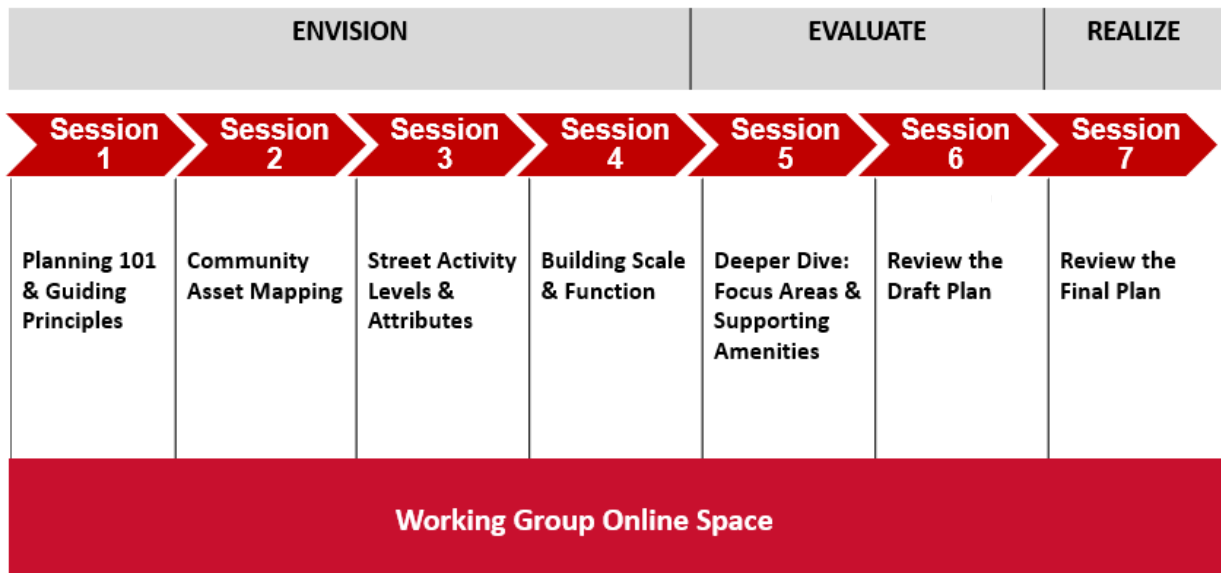
Administration has also been collaborating on the Heritage Communities Local Area Plan as well as the Westbrook Communities Local Area Plan. Being part of these plans from the beginning has allowed Administration to build on the findings from the North Hill Communities

Local Area Plan and process, modify some of the engagement sessions and begin to have a different conversation with communities about how to achieve *Guidebook* outcomes. Administration is also initiating initial engagement with the communities ahead of official project kick-off for Area 2/3 and Area 4 Plans.

Since November 2019, Administration has participated or is scheduled to participate in the following multi-community specific sessions:

<b>Date</b>	<b>Sessions</b>
November 6, 2019	Heritage Communities – Working Group Session #1 (Planning 101 & Guiding Principles)
November 20, 2019	Westbrook Communities – Working Group Session #1 (Planning 101 & Guiding Principles)
November 28, 2019	North Hill Communities – Draft Plan Review Public Open House #1
November 30, 2019	North Hill Communities – Draft Plan Review Public Open House #2
December 5, 2019	North Hill Communities – Draft Plan Review Workshop – Development Industry
December 10, 2019	Westbrook Communities – Working Group Session #2 (Community Asset Mapping)
December 11, 2019	Heritage Communities – Working Group Session #3 (Street Activity Levels & Attributes)
January 9, 2020	North Hill Communities - Calgary Planning Commission
January 15, 2020	North Hill Communities – Working Group Session #7 (Review the Final Plan)
January 16, 2020	Westbrook Communities – Working Group Session #3 (Street Activity Levels & Attributes)
January 21, 2020	Heritage Communities – Working Group Session #4 (Building Scale & Function)
February 8, 2020	Westbrook Communities – Working Group Session #4 (Building Scale & Function)
February 10, 2020	Area 2/3 Multi-Community Plan Communities – CA Intro Session #1
February 13, 2020	Area 2/3 Multi-Community Plan Communities – CA Intro Session #2
February 18, 2020	North Hill Communities – Working Group Session #8 (Final Plan)
February 24, 2020	Area 4 Multi-Community Plan – CA Intro Sessions
March 19, 2020	Heritage Communities – Working Group Session #5 (Deeper Dive: Focus Areas & Supporting Amenities)
April 16, 2020	Westbrook Communities – Working Group Session #5 (Deeper Dive: Focus Areas & Supporting Amenities)
April 2020 TBD	Area 2/3 – Working Group Session #1 (Planning 101 and Guiding Principles)
May 2020 TBD	Area 4 – Working Group Session #1 (Planning 101 and Guiding Principles)

The following diagram illustrates the different sessions that each local area plan working group would undertake when embarking on a new local area plan. These sessions are broken out into different phases – Envision, Evaluate, Realize - that help bring the community through the process using the *Guidebook* in the creation of their local area plan.



Community Newsletters

Administration provided content regarding the intent and vision of the *Guidebook* to 84 community newsletters which will be published in March 2020, reaching 391,222 households. The focus of the content was to bring attention to the importance of planning communities so they can offer more housing, shops, and service choices for the people who live, work and visit them. Ultimately, the *Guidebook* enables the planning of a great community so it can accommodate everyone and people can live in their neighbourhood regardless of age, income or stage in life. If citizens want more information, we included the web page address ([Calgary.ca/guidebook](http://Calgary.ca/guidebook)), where they can read the *Guidebook* and review the frequently asked questions (FAQs) and goals.